

Government Executive Continues Surge with Re-Launch of #1 Federal Web Site¹

*Breakthrough reporting, product launches driving record growth:
Q1 2012 digital revenue +40%; Total revenue +19%*

WASHINGTON, D.C. – Government Executive Media Group announced today that the next generation of its GovExec.com web site -- the #1 federal web site visited by federal managers¹ -- is now live. Featuring faster news flow, a smarter architecture and industry leading social and interactive tools, the new GovExec.com is designed to be the essential all-day resource for federal managers. In the coming weeks, the site will be further enhanced through the introduction of optimized versions designed for iPhone, Android and Blackberry platforms. An iPad app is also set to launch in February.

The new GovExec.com represents the second stage of a comprehensive roll-out of the next generation of Government Executive Media Group's entire portfolio – including its print, digital, events and research properties. The roll-out began with the launch of the new *Government Executive* magazine in October 2011 and will continue in early 2012 with the unveiling of a restructured and more dynamic Excellence in Government Conference as well as the re-launch of leading technology site Nextgov.com.

While the overall portfolio re-launch is still in process, the early returns – both audience reviews and business results – are surpassing expectations. Audience feedback from GovExec.com previews is running well over 95% positive – far above industry norms for product launches. In addition, early digital advertising bookings for Q1 2012 are already up 40% over Q1 2011, with overall revenue across the portfolio up 19%.

Already the most visited and trusted daily resource for federal managers,¹ GovExec.com now benefits from a new design and site architecture which draw from best practices from cutting edge sites across consumer and business-to-business sectors.

“We're excited about our fresh new look. But the changes are more than a facelift. We're adding key new elements to the user experience, making the site a critical all-day resource” said Tom Shoop, Editor in Chief for Government Executive Media Group.

New elements now featured on GovExec.com include:

- Faster news flow, including more original breaking stories as well as curated news and information from sister publications Nextgov.com, The Atlantic and National Journal.
- The site will be more social and more interactive, with new and easier ways for users to share content on Twitter, Facebook and other networks.
- Voices, a section featured front and center, will highlight daily columns and blogs. It will provide in-depth analysis on subjects ranging from management to politics to leadership.
- As major events develop, GovExec.com will feature special reports pulling together key news coverage and additional resources.
- A new site structure will organize information into the categories our users have indicated are most important to them: Management, Oversight, Defense, Technology, Contracting, Pay and Benefits, and

Retirement. Each section will have a drop-down menu at the top of the page highlighting the latest news and analysis. And each will feature other resources tailored to the specific subject areas.

Even aside from the re-launch initiatives, Government Executive experienced a remarkable 2011 driven by breakthrough reporting on major federal issues as well as an unflinching commitment to innovation through over 14 new product launches across its digital, research, print and events properties. Of particular note, Government Executive's reporting on the early 2011 federal shutdown crisis drew record traffic to GovExec.com and resulted in editorial appearances across media outlets such as National Public Radio, C-SPAN and more. Due to similar industry-leading coverage throughout 2011, traffic to GovExec.com jumped 38% and new subscriptions to Government Executive eNewsletters exploded at a rate of over 3,000 per month.

"Federal managers and executives are facing challenges of unprecedented complexity and importance," said Peter Goldstone, President of Government Executive Media Group. "Our commitment is to provide them the world-class information resources they deserve. And demand."

The launch of GovExec.com is supported by premier underwriter General Dynamics Information Technology, Inc. (GDIT) as well as PricewaterhouseCoopers LLC (PwC) who is underwriting the site's new Management Channel.

About Government Executive Media Group

As part of Atlantic Media Company, *Government Executive* is dedicated to the mission of "informing and challenging the national discourse" through serving federal managers and executives across government. Government Executive Media Group is the #1 media resource for federal decision makers¹ and the essential marketing partner for companies seeking engagement with members of federal acquisition teams. For more information about Government Executive Media Group, visit www.GovExec.com/mediakit.

Contact: Will Colston 202.266.7423

¹Market Connections, Inc., 2011.